

CP_EP Definition	Variable Name	Marketing's Computing Logic	EP / CP
SAVINGS/SALARY ACCOUNT	EP_SA	Live account as on date	EP
CURRENT ACCOUNT	EP_CA	Live account as on date	EP
Business Loan	EP_BL_TAG	Live account as on date	EP
COMMERCIAL VEHICLE LOAN	EP_CV_TAG	Live account as on date	EP
COMMERCIAL EQUIPMENT LOAN	EP_CE_TAG	Live account as on date	EP
EDUCATION LOAN	EP_EDU_TAG	Live account as on date	EP
AUTO LOAN – NEW CAR, USED CAR	EP_AL_UCL_TAG	Live account as on date	EP
CAR and CASH	EP_CNC_TAG	Live account as on date	EP
TWO WHEELER LOAN	EP_TWL_TAG	Live account as on date	EP
PERSONAL LOAN (Include TOP-UP)	EP_PL_TAG	Live account as on date	EP
LOAN AGAINST PROPERTY	EP_LAP_TAG	Live account as on date	EP
LOAN AGAINST SECURITIES	EP_LAS_TAG	Live account as on date	EP
HEALTH CARE FINANCE	EP_HLT_CARE_TAG	Live account as on date	EP
EEG/ECG/KCG/Commodity Finance	EP_EEG_TAG	Live account as on date	EP
CONSUMER LOAN	EP_CNSMER_TAG	Live account as on date	EP
TRACTOR LOAN	EP_TRAK_TAG	Live account as on date	EP
HOME LOAN	EP_HL_TAG	Live account as on date	EP
Debit cards	EP_DC_CHRGD	Live charged debit card or Used DC in POS in last 30 days	EP
PL2CC	EP_CC_PLCC	Active account as on date	EP
COC/ Jumbo cash	EP_CC_COC	Active account as on date	EP
DAE/BTE	EP_CC_DAE_BTE	Active account as on date	EP
CREDIT CARD	EP_CC_REG	Live credit card with credit limit > 0, BAIF Y and usable blocks	EP
HSL	EP_HSL_FLG	Live account as on date	EP
DEMAT	EP_DEMAT_FLG	Live account as on date	EP
LOCKER	EP_LOCK_FLG	Live account as on date	EP
FIXED/RD DEPOSITS	EP_TD_TAG	Live account as on date	EP
INSTA ALERT	EP_INSTA_ALRT	Registered for Insta alert & consider only charged insta alert	EP
General Insurance (Motor)	EP_MOTR_INS	premium paid in last 12 months ( fresh or renewal)	EP

General Insurance (Health)	EP_HLTH_INS	premium paid in last 12 months ( fresh or renewal)	EP
General Insurance (Travel)	EP_TRVL_INS	premium paid in last 12 months ( fresh or renewal)	EP
General Insurance (Home)	EP_HOM_INS	premium paid in last 12 months ( fresh or renewal)	EP
GIFT PLUS CARD	EP_GIFT_PLUS	Purchase of Giftplus in last 6 months	EP
RETAIL FOREX – PURCHASE / SALE & Forexplus card	EP_FRX_PUR_SALE	Purchase/Sale of retail Forex in last 180 days	EP
Merchant services	EP_ME_SERV	Live Merchant Current account ( POS, GPRS, MPOS, EMI, DCC considered as same product )	EP
MOBILE BANKING USAGE (SMS Banking, Lite site & App Usage)	CP_MB_USG	Mobile Banking usage is defined as customer logging in the HDFC Bank's website either through 'm.hdfcbank.com' or using the mobile banking app or using the sms banking facility. Used MB in last 30 days	CP
NET BANKING USAGE	CP_NB_USG	Customers using the Net Banking facility atleast once in last 30 days.	CP
CASA E-MAIL STATEMENT REGISTRATION	CP_CASA_ESTAT	Customers registered for e-mail statements on their CASA accounts.	CP
CREDIT CARD E-STATEMENT	CP_CC_ESTAT	Registered for E-stmt on credit cards.	CP
Customers active on Smartpay/register and Pay / BillPay	CP_SMRT_BILL	Used one of the bill pay facility mentioned bill pay services.	CP
PB Usage	CP_PB_TAG	Used PB channel in last 30 days	CP
ATM Usage	CP_ATM_TAG	Used ATM channel in last 30 days	CP
GOLD LOAN	EP_GL_TAG	Live account as on date	EP
Trade Forex	EP_TRD_TAG	Purchase/Sale of trade Forex in last 6 months	EP

MUTUAL FUND	EP_MF_TAG	Mutual Fund - Purchased MF / SIP in last 12 months and Holding MF units as on date	EP
LIFE INSURANCE 1. E-SAVING & INVESTMENT PLAN 2. E-RETIREMENT PLAN 3. CHILDRENS PLAN 4. E-PROTECTION PLAN 5. PENSION PLAN.	EP_LIC_TAG	premium paid in last 12 months ( new or existing policy)	EP



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IS NOT NULL